



## **Week 3 Assignment: Public Service Announcement (PSA) Pre-Production**

### **Overview**

This week, you'll begin work on your public service announcement, or PSA. By the end of Week 5, you and your teammates will produce a PSA that:

- is 60 seconds or less.
- covers a specific topic.
- includes voiceover narration.
- employs video, text, or graphic effects.
- is finalized in Web-ready file format.
- follows copyright citation and fair use guidelines – appears slowly so we can read it.

This week, you and your team will complete the pre-production work. Use this document to develop and record the following:

- Project proposal
- Script outline and narration script
- Shot list
- Copyright information

Submit a completed copy of this document by the end of Week 3.

### **Revising and Resubmitting This Document**

It is important that you download and retain a copy of this document on your desktop. This step will allow you to submit a copy both this week and again in Week 5.

As you produce the video in Weeks 4 and 5, you will likely deviate from the plans your team establishes in this document. This is normal. However, when this occurs, you **must** revise this document to reflect these changes.

At the end of Week 5, you will submit the revised version of this document. Your Instructional Associate will assess how well you recorded these updates by comparing your original version (from this week) with your revised version (from Week 5).

**Rubric**

Use this rubric with the Assignment.

<b>Tasks</b> <input type="checkbox"/>	<b>Accomplished</b>	<b>Proficient</b>	<b>Needs Improvement</b>	<b>Unacceptable</b>
<b>Student project proposal (45 points)</b>	Project proposal clearly details purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are determined early and clearly explained. <b>(45 points)</b>	Project proposal identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. <b>(34 points)</b>	Project proposal inconsistently identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are also inconsistent. <b>(27 points)</b>	Incomplete. <b>(0 points)</b>
<b>Script for PSA (15 points)</b>	Provides a script using conventional writing standards. <b>(15 points)</b>			Incomplete. <b>(0 points)</b>
<b>Shot list (25 points)</b>	Provides a complete, well-considered shot list with documentation and explanation of any new shots taken in the moment of filming. <b>(25 points)</b>	Provides a shot list with documentation of any new shots taken in the moment of filming. <b>(21points)</b>	Provides a shot list but inconsistently documents new shots taken in the moment of filming. <b>(18 points)</b>	Incomplete. <b>(0 points)</b>
<b>Copyright and fair use information (15 points)</b>	Fair use guidelines are followed and all or most non-original material uses proper citations. <b>(15 points)</b>			Incomplete. <b>(0 points)</b>

### Week 3 Assignment: PSA Pre-Production

#### Directions

1. Download a copy of this assignment document to your desktop. Document the collaborative process with each team member contributing equally through the process. Suggested document: Create in Google Docs and use color-coded input from each team member.
2. As a group, select an issue to address in your PSA. Consider topics that impact your school, your community, and you personally.
3. Brainstorm the aspects of the issue you plan to cover, and identify the people you might interview for it.
4. Write up your project proposal in the area provided below.
5. Write a script outline and narration script in the spaces provided below.

Use the following sites as guides.

- Story Creation Tips:  
[http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg\\_cs4\\_p3\\_student\\_guides.pdf](http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf)
  - Writing Tips:  
[http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg\\_cs4\\_p3\\_student\\_guides.pdf](http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf)
6. As a team, brainstorm your shots. Be certain you include an establishing shot, a closing shot, wide shots, and tight shots. Follow the rule of thirds and other guidelines established in this tutorial:  
[http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg\\_cs4\\_p2\\_student\\_guides.pdf](http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p2_student_guides.pdf).
  7. Write up your shot list in the space provided.
  8. Identify additional assets, such as audio, images, interviews, and narration for your PSA.
  9. Identify copyright citation and fair use guidelines to any visual or audio assets you use in your PSA.
  10. Submit a copy of this document.
    - NOTE: Be sure you retain a copy of this document on your desktop. As you produce your video in Weeks 4 and 5, you will need to update this document to reflect any changes. You will submit a copy of the revised version at the end of Week 5.

### Project Proposal

Create your project proposal here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

General Information		
Name(s)	Shana McCune, Holly Odom, Patricia Startz, Shanda Davis, Brooke Smith	
Project title	Is texting while driving worth the risk?	
Purpose	To inform teenagers of the dangers and consequences of texting while driving	
Audience	teenagers	
Program length	60 seconds, plus 37 seconds for credits	
Costumes	N/A	
Sets	School	
Props	N/A	
Locations	school hallway, classroom	
Crew		
Director(s)	Shanda Davis, Holly Odom	
Scriptwriter(s)	Brooke Smith, Shana McCune	
Researcher, Photos, and File Formatter	Patricia Startz	
Talent	Teenage girls: Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)  Narrator: Shana McCune	
Camera operator(s)	Shanda Davis	
Editor(s)	Holly Odom	
Schedule of Deliverables		
Project phases	Due date	Owner
Script Outline	11/30/11	Holly Odom, Brooke Smith
Additional assets, resources, photos lists	11/30/11	Patricia Startz

<b>Project Proposal</b>	<b>12/4/11</b>	<b>Holly Odom, Shana McCune, Brooke Smith, Patricia Startz, Shanda Davis</b>
<b>Narration Script</b>	<b>12/4/11</b>	<b>Shana McCune, Brooke Smith</b>
<b>Shot List</b>	<b>12/4/11</b>	<b>Patricia Startz, Shana McCune, Brooke Smith, Shanda Davis</b>
<b>Filming of video clips</b>	<b>12/9/11</b>	<b>Shanda Davis</b>
<b>Converting video to smaller file format</b>	<b>As needed</b>	<b>Patricia Startz</b>
<b>Photos for still shots (with citation information)</b>	<b>12/9/11</b>	<b>Patricia Startz</b>
<b>Text screens for still shots with citations (to use as a backup to voiceover statistics)</b>	<b>12/9/11</b>	<b>Brooke Smith</b>
<b>Voiceover script audio file</b>	<b>12/9/11</b>	<b>Shana McCune</b>
<b>1<sup>st</sup> edit of the video for review</b>	<b>12/13/11</b>	<b>Holly Odom</b>
<b>Final edit of the video in a web ready format</b>	<b>12/15/11</b>	<b>Holly Odom</b>

**Link to collaborative Google document:**

[https://docs.google.com/document/d/1K0onNYVN\\_oGtws5LLNxDWMVTNpHQEALpsOG5Symw43M/edit?hl=en\\_US](https://docs.google.com/document/d/1K0onNYVN_oGtws5LLNxDWMVTNpHQEALpsOG5Symw43M/edit?hl=en_US)

### **Script Outline**

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

- I. Before the wreck
  - A. Video footage of teenage girls speaking
  - B. Still shots of pictures with voiceover of statistics about teenagers texting while driving (alternating with video footage)
- II. The Wreck: a still shot of a car wreck with audio of police sirens
- III. After the wreck
  - A. Video footage of teenage girls talking about the things the victim will never get to experience
  - B. Voiceover narration of teenagers texting while driving statistics with pic from the web
  - C. Video footage of teenage girls asking the question, "Was it really worth texting?"
  - D. Picture of texting while driving victim with music\*

**IV. Credits and copyright notation with music\***

\*music "If I Die Young" by the Band Perry

**Narration Script**

Add a copy of your narration script here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Voiceover narration: "This is a Public Service Announcement brought to you by Educators Against Texting While Driving".

Video footage of teenage girls at school: "She was so young. I just can't believe this actually happened to her. I just saw her yesterday. We were going to go to the movies together."

Voiceover: "A recent study indicated that texting while driving was the biggest cause of the teens swerving out of their lane, hitting virtual pedestrians and slowing down to unsafe speeds."

Voiceover: "More than 1/3 of teens ages 16 and 17 say they have done this while driving."

Voiceover: "48% of teens say they have been in a car with a driver that does this." (music "Sail" by AWOLNATION to go with the pic of student texting behind the wheel)

Still shot: car accident (police sirens)

Video of teenage girls at school: "Just think, she'll never go to prom. She'll never get married. She'll never have kids. This is so sad. Was it really worth texting?" "Was it really worth texting?" "Was it really worth texting?" (repeated for emphasis)

Music: "If I Die Young" by The Band Perry

Voiceover: "One text message ended her life. Will you be next?" (music continues in background)

Credits and copyright notation (music continues)

**Shot List**

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

<b>Name(s)</b>	<b>Shana McCune, Holly Odom, Patricia Startz, Shanda Davis, Brooke Smith</b>
<b>Project Title</b>	<b>Is Texting While Driving Worth the Risk?</b>

<b>Shot Number</b>	<b>1: No texting photo w/Public Service announcement text flyover.</b>
<b>Location</b>	<b>In car</b>
<b>Talent</b>	<b>NA</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>2: teenage girls in hallway</b>
<b>Location</b>	<b>School hallway</b>
<b>Talent</b>	<b>Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>3-7: Series of 4 photos depicting texting while driving</b>
<b>Location</b>	<b>Inside cars</b>
<b>Talent</b>	<b>unknown</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>8: Photo of demolished car</b>
<b>Location</b>	<b>Roadside accident site – accident caused by texting</b>
<b>Talent</b>	<b>NA</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>iMovie and avs4you video conversion &amp; editing software</b>

<b>Shot Number</b>	<b>9: Close-up - teenage girls in classroom</b>
<b>Location</b>	<b>School classroom</b>
<b>Talent</b>	<b>Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>10: teenage girls in hallway – different angle</b>
<b>Location</b>	<b>School hallway</b>
<b>Talent</b>	<b>Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>11: Distant shot - teenage girls in classroom</b>
<b>Location</b>	<b>School classroom</b>
<b>Talent</b>	<b>Shanda's daughter and daughter's friends (Landry Davis, Michaela Adcock, Karlie Pelham)</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>12: Picture texting while driving victim –Alexis Brown of Austin</b>
<b>Location</b>	<b>School Photo</b>
<b>Talent</b>	<b>Alexis</b>
<b>Props</b>	<b>NA</b>
<b>Special</b>	<b>iMovie and avs4you video conversion &amp; editing software</b>



<b>Equipment</b>	
<b>Shot Number</b>	<b>13: Cemetary shot</b>
<b>Location</b>	<b>Cemetary</b>
<b>Talent</b>	<b>NA</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>
<b>Shot Number</b>	<b>14: DNT TXT N DRV – R.A.B. ( Remember Alexis Brown) Poster</b>
<b>Location</b>	<b>School student gathering area</b>
<b>Talent</b>	<b>NA</b>
<b>Props</b>	<b>NA</b>
<b>Special Equipment</b>	<b>DSLR, iMovie and avs4you video conversion &amp; editing software</b>

### **Copyright Information**

Note any citation and fair use guidelines to any visual or audio assets you use in your public service announcement here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

#### Statistics:

"40 percent say they have been in a car when the driver used a cellphone "in a way that put themselves or others in danger."

"48 percent of teens say they have been in a car when the driver was texting."

Smith, S. (2009). Scary statistics on teen texting, calling while driving. *The Orlando Sentinel*. Retrieved from [seattletimes.nwsourc.com/.../2010284626\\_teentexting17.html](http://seattletimes.nwsourc.com/.../2010284626_teentexting17.html) on November 30, 2011.

"The results indicated that texting while driving was the biggest cause of the teens swerving out of their lane, hitting virtual pedestrians and slowing down to unsafe speeds."

The Colorado State Patrol Family Foundation. (2011) Retrieved from <http://aliveat25.us/content/view/33/> on November 30, 2011.

#### Music:

"Sail" by AWOLNATION

"If I Die Young" by The Band Perry



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Based on a work at [http://www.audiomicro.com/free-sound-effects/free-emergency/page-8/sort:Track.download\\_count/direction:DESC](http://www.audiomicro.com/free-sound-effects/free-emergency/page-8/sort:Track.download_count/direction:DESC) 12/3/2011, "If I Die Young", Perry Band, 2010 downloaded from : <http://www.itunes.com> 12/3/2011(purchased by Pat), The Colorado State Patrol Family Foundation. (2011) Retrieved from <http://aliveat25.us/content/view/33/> on November 30, 2011., Smith, S. (2009). Scary statistics on teen texting, calling while driving. *The Orlando Sentinel*. Retrieved from [seattletimes.nwsourc.com/.../2010284626\\_teentexting17.html](http://seattletimes.nwsourc.com/.../2010284626_teentexting17.html) on November 30, 2011..